

PSJ15 Exh 7

Pre-show Worksheet

[DATE \@ "M/d/yyyy"]

Meeting:**AmerisourceBergen National Healthcare Conference and Exposition**

Paris Las Vegas Hotel

Booth #

July 16, 2005

Las Vegas, NV

Meetings/Audience: - All AmerisourceBergen wholesaler buyers. The conference provides buying opportunities, more than 40 continuing education programs, peer interaction, one day exposition, as well as networking opportunities with AmerisourceBergen members and staff.

ABC expects approximately 7,000 attendees

Organization Contact Information:

Director, Generic RX – Sam Vossenbergh, 610-727-7000

Conference & Expo Contacts: Dina Gabriele, 610-727-7163

Scott Nemitz, 610-727-7288

Sponsorships – Kristin Hodgson, 610-727-7016

Show Services Contractor –

Next year's meeting is:

TBD

Featured Products/Messages – (*only products/services are under contract with ABC*)

Last year, we highlighted the following:

- APAP/Codeine
- Morphine ER
- Oxycodone/APAP
- Hydrocodone/APAP
- VIP, Our Source. Your Supply
- ComplyRight

Exhibit –

MI Exhibit Model – Featherlite Tabletop

Header – Mallinckrodt Pharmaceuticals Generics

Graphics – The following graphic panels will be used in the exhibit.

Graphic Location	Size	Graphic
C-Print	24" x 40"	Hydrocodone Eagle – MPFETT06
C-Print	24" x 40"	ComplyRight – RE-SIZE of MPBC012

NEW GRAPHIC FILES DUE TO VISIONSTREAM BY JUNE 24.

Professional & Trade Relations
"Enhancing Access to Customers"

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Pre-show Worksheet

[DATE \@ "M/d/yyyy"]

Exhibit Schedule and Support:

Saturday, July 16,

Generic Sales – Steve Becker, Mitchell Goldberg, Bonnie New

Marketing – John Adams, Nancy Buckingham, Jeff Burd?

Mallinckrodt Staff Attending

MI attendees are:

- Generic Sales – Steve Becker, Mitchell Goldberg, Bonnie New
- Marketing – John Adams, Nancy Buckingham, Jeff Burd?

Meeting Literature:

25	Your Generics Brochure	3	ComplyRight Binders
50	Hydrocodone sell sheet	100	Product Charts
10	Living with ADHD brochure	25	Catalogs
10	Taking ADD to School books		
10	Chronic Pain brochure	50	Oxycodone sell sheet
50	APAP/Codeine sell sheet	50	Oxy/APAP sell sheet
50	Morphine ER sell sheet	50	Hydromorphone sell sheet
25	Methylin ER sell sheet		
200?	Hydrocodone Rebate Promotion sheet (Barb)		

NOTE: Need to rent a literature rack.

Giveaways:

200	Generics Highlighter Pens	100	ComplyRight Pocket Protectors
100	Krazy Klips (Oxy)	100	Magnetic Dots
100	CE Program Reprints	100	Red Hots
50	Drug Store News CE Postcards		

Miscellaneous to Send:

Special Promotions: Pre-Show Mailer with BRC

Poker Chips for Comply Right Meeting participants.

Sponsorship:

Marketing Tactics: None

Opportunities:

Professional & Trade Relations
"Enhancing Access to Customers"

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Pre-show Worksheet

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Issues and Policies:

Attire: MPG Apparel

Budget/Expense: This meeting is budgeted through Generic/Customer– account #157-011-22-0962.7421.

Next Steps:

Professional & Trade Relations
“Enhancing Access to Customers”



Pre-show Worksheet

[DATE \@ "M/d/yyyy"]

Meeting

American Pharmacists Association (APhA)

Annual Meeting

Booth #539

March 18-20, 2006

San Francisco, CA

Meetings/Audience: - An annual meeting is held every spring that draws 6,000 practitioners, students, federal/military pharmacists, and technicians. The Federal Forum is a premier opportunity to access government decision-makers. Some compounding pharmacists attend.

Demographics (%) – independents (13), chain (18), hospital (16), federal/military (12), managed care/mail (8), academia (10), students (19) and pharmaceutical industry (5).

Next year's meeting is: March 16-19, 2007
Georgia World Congress Center
Atlanta, GA

OBJECTIVES:

1. Promote Mallinckrodt products and educate pharmacists about the MI story, as well as our alliance with Zydus.
2. Focus on Federal pharmacists and buyers to promote our products within the military.
3. Identify issues relative to our business that effect the daily business of our customers.
4. Training ground for new Inside Sales Representatives

Featured Products/Messages:

Generics

1. Unit Dose – Display message: “

Exhibit representative message – “Mallinckrodt is responding to your needs by offering alternative packaging options, including unit dose with bar coding down to the unit of use.”

Advantages:

- Decreases dispensing errors
- Decreases labor costs
- Increases time for patient care

2. Hydrocodone – Display message: “Trust in our strengths and soar with the #1 dispensed generic in the U.S. ...hydrocodone/APAP from Mallinckrodt”.

Exhibit representative message – “Mallinckrodt has an extensive line of hydrocodone/APAP strengths and ours is the #1 dispensed prescription drug product on the market.”

3. Oxycodone – Display message: “One for all, all from one...responding to your oxycodone needs.”

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Exhibit representative message – “Mallinckrodt has an oxycodone product for every patient need and you can get these products from one source ...us.”

4. Morphine ER - Display message: “*The complete package...005*”

Exhibit representative message – “Mallinckrodt offers an AB-rated alternative to MS Contin in the 15, 30, 60, 100 and 200mg strengths. It is also available in a number of packaging configurations to meet every pharmacy’s needs.”

5. Zydus Products

1. Promethazine
2. Metformin
3. Ribavirin

Exhibit

MI Exhibit Model – New Custom Island Booth. The footprint will be a 20 x 30 island.

NOTE: Nuclear will exhibit across aisle - #538, 10’ x 20’ in-line –

Layout/Mock-up – Attached is a layout and mock-up of the exhibit.

Graphics – The following graphic panels will be used in the exhibit.

Graphic Location	Size	Graphic
Semi-private wall #1 - Inside	30” x 40” C-Print	MPCU108–RESIZED – Oxy & Oxy/APAP
Semi-private wall #1 - Outside	30” x 40” C-Print	MPCU107–RESIZED–Trust in Our Strengths–HB/APAP
Semi-private wall #2 - Inside	30” x 40” C-Print	MPCU125-RESIZED – Compounding Powders
Semi-private wall #2 - Outside	30” x 40” C-Print	MPCU135-RESIZED – Morphine ER
Center Pole - Front	30” x 40” C-Print	MPCU206 - NEW – Unit Dose
Center Pole - Back	30” x 40” C-Print	MPCU206 - NEW – Unit Dose
Inside Conference Room – Left	30” x 40” C-Print	MPCU118-RESIZED – Our Source. Your Supply.
Inside Conference Room–Middle	30” x 40” C-Print	MPCU119-RESIZED – Our Process. Your Supply.
Inside Conference Room – Right	30” x 40” C-Print	MPCU120-RESIZED – Our Promise. Your Supply.
Outside Conf. Rm–Left side- Left	30” x 40” C-Print	NEW - Promethazine
Outside Conf. Rm–Left side - Rt.	30” x 40” C-Print	MPCU118-RESIZED – Our Source. Your Supply.
Outside Conf. Rm. – Back Wall	30” x 40” C-Print	MPCU119-RESIZED – Our Process. Your Supply.
Outside Conf. Rm–Rt. side - Left	30” x 40” C-Print	MPCU120-RESIZED – Our Promise. Your Supply.
Outside Conf. Rm–Rt. side - Rt.	30” x 40” C-Print	NEW - Ribavirin

GRAPHIC FILES DUE TO VISIONSTREAM BY February 16.

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Pre-show Worksheet

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Exhibit Schedule and Support

Saturday, March 18, 11:00am – 3:00pm

Station #1: Military Rep – Lewis Archibeck
Military Rep – Rich McKendrick
Inside Sales – Jane Reiter (back-up)
Station #2: Generic Rep – Jeff Burd
Generic Rep – Jac Buelterman
Reception Counter: Kathy Westbrook
Becky Lorentz (Zydus)
Jane Stables (back-up)

Sunday, March 19, 11:00am – 3:00pm

Station #1: Military Rep – Lewis Archibeck
Military Rep – Rich McKendrick
Inside Sales – Jac Buelterman (back-up)
Station #2: Generic Rep – John Adams
Generic Rep – Jane Reiter
Zydus Rep – Becky Lorentz (back-up)
Reception Counter: Kathy Westbrook
Jeff Burd
Jane Stables (back-up)

Monday, March 20, 11:00am – 2:00pm

Station #1: Military Rep – Lewis Archibeck
Military Rep – Rich McKendrick
Inside Sales – Kathy Westbrook (back-up)
Station #2: Generic Rep – Jeff Burd
Generic Rep – Jac Buelterman (back-up)
Zydus Rep – Becky Lorentz
Reception Counter: Jane Reiter (back-up)
John Adams
Jane Stables

Mallinckrodt Staff Attending

MI will receive (24) complimentary meeting registrations (8) for Nuclear booth, which will allow entry to the exhibit and all other sessions. MI attendees are:

- PTR – Ed Hesterlee, Steve Mullenix, Jane Stables, Penny Estes (new booth set-up only)
- Generic Marketing – John Adams, Jeff Burd
- Generic Sales – Lewis Archibeck, Rich McKendrick
- Generic Inside Sales – Kathy Westbrook, Jac Buelterman, Jane Reiter
- Zydus Marketing – Becky Lorentz
- Other

In-Booth Promotion – A drawing will be held for VIP Gift Boxes (10 per day)
Send five samples to show.

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Meeting Literature:

- 100 Generic Catalogs – GN00044
- 500 Unit Dose sell sheet – MK8436
- 100 VIP Brochure – GN00048
- 100 ea Oxycodone sell sheets (2) – GN05523 and GN05121
- 100 Hydrocodone sell sheet – GN05523
- 100 Hydromorphone sell sheet – GN32430
- 100 Compounding Powders sell sheet – GN71051
- 100 Morphine ER sell sheet – GN00003
- 25 All other pain management sell sheets and variety of others
- 100 “Your Generics” brochure – GN00012
- 100 Chronic Pain brochure – GN03452
- 50 Methylin sell sheet – GN11211
- 50 Dextroamphetamine sell sheet – GN89611
- 100 Fluoxetine sell sheet – IF AVAILABLE
- 50 Metformin sell sheet – GN06003
- 50 Atenolol sell sheet – GN06002
- 50 Promethazine sell sheet – GN06005
- 500 Corporate Product Monitoring Roladex Cards
- 200 Drug Store News CE Program – GN03469
- 3 Inside Sales Responsibility sheets - laminated
- 3 Package Insert sets – shrink wrapped – GN00055
- 3 Lead Card Pads – GN00051

Giveaways:

- 750 Generic Highlighter Pens – GN00021
- 1000 M&Ms with Mall. Pharm. Logo label – Red, white, blue
- 800 Red, White, Blue Pens
- 500 Packaging Totes – GN11122
- 500 Unit Dose Phone Cards
- 400 Flag Pins
- 120 Oxycodone Puzzle People (Generics closet)
- 180 Oxycodone Krazy Klips (Generics closet)
- 300 Morphine ER Computer Mirror
- 500 Morphine ER Pens – (Generics closet)
- 100 Cinnamon Mint Tins (For semi-private tables)
- 500 Plastic Bags
- 4 or 5 Medicinal Plant Calendars
- 4 or 5 VIP Gift Boxes for display
- 2 Glass jars for M&Ms

Budget/Expense – This meeting is budgeted through Market Development –
account #157-011-24-0958.7421

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“Enhancing Access to Customers”

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Pre-show Worksheet

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Opportunities

At this meeting we have access to the decision makers that can influence the purchase and use of our products as well as influence the education of pharmacists and students. This meeting draws a large number of military pharmacists and buyers and gives us the opportunity to discuss our products with them.

Issues and Policies – The current issues include.

- Medicare Pharmacy Benefit
- Payment for Pharmacy Services
- HIPAA
- DEA Central Fill
- FDA Compounding

Sponsorships – Federal Pharmacy Forum

Attire – See Convention Wear Plan

Next Steps:

- Graphics sizes to be determined for new booth (Jane) - DONE
- Need Sheet for plastic stand to advertise drawing for VIP Gifts

Professional & Trade Relations
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Scott Nemitz, 610-727-7288

Sponsorships – Kristin Hodgson, 610-727-7016

Show Services Contractor –

Next year's meeting is:

TBD

Featured Products/Messages – (*only products/services are under contract with ABC*)

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NEW GRAPHIC FILES DUE TO VISIONSTREAM BY JUNE 24.

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Meeting Literature:

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200?	Hydrocodone Rebate Promotion sheet (Barb)		

NOTE: Need to rent a literature rack.**Giveaways:**

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50	Drug Store News CE Postcards		

Miscellaneous to Send:**Special Promotions:** Pre-Show Mailer with BRC

Poker Chips for Comply Right Meeting participants.

Sponsorship:**Marketing Tactics:** None**Opportunities:**

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Issues and Policies:

Attire: MPG Apparel

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4. Training ground for new Inside Sales Representatives

Featured Products/Messages:

Generics

1. Unit Dose – Display message: “The products you want. The packaging you need. From one source.

Exhibit representative message – “Mallinckrodt is responding to your needs by offering alternative packaging options, including unit dose with bar coding down to the unit of use.”
Advantages:

- Decreases dispensing errors
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Exhibit representative message – “Mallinckrodt has an oxycodone product for every patient need and you can get these products from one source ...us.”

4. Morphine ER - Display message: “*The complete package...005*”

Exhibit representative message – “Mallinckrodt offers an AB-rated alternative to MS Contin in the 15, 30, 60, 100 and 200mg strengths. It is also available in a number of packaging configurations to meet every pharmacy’s needs.”

5. Zydus Products

Promethazine – Display message: “Trust Us to Make the Grade. Your Full Line Supplier”

Exhibit representative message – “Mallinckrodt offers all three strengths of Promethazine tablets, including the 12.5mg. The 12.5mg, 25mg, and 50mg strengths are all bioequivalent to the brand. These are available through your wholesaler.”

Ribaviran - Display message: “Another sure winner from your trusted supplier.”

Exhibit representative message – “Trust Mallinckrodt to supply your Ribavirin tablets and capsules. Both are AB-rated to the brand and available through your wholesaler.”

Metformin - Display message: No booth graphics for this product at this show... but we can still deliver the message below.

Exhibit representative message – “You can rely on Mallinckrodt for your uninterrupted supply of high quality Metformin tablets, available through your wholesaler.”

Exhibit

MI Exhibit Model – New Custom Island Booth. The footprint will be a 20 x 30 island.

NOTE: Nuclear will exhibit across aisle - #538, 10’ x 20’ in-line –

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Semi-private wall #2 - Inside	30” x 40” C-Print	MPCU125-RESIZED – Compounding Powders
Semi-private wall #2 - Outside	30” x 40” C-Print	MPCU135-RESIZED – Morphine ER
Center Pole - Front	30” x 40” C-Print	MPCU206 - NEW – Unit Dose
Center Pole - Back	30” x 40” C-Print	MPCU206 - NEW – Unit Dose
Inside Conference Room – Left	30” x 40” C-Print	MPCU118-RESIZED – Our Source. Your Supply.
Inside Conference Room–Middle	30” x 40” C-Print	MPCU119-RESIZED – Our Process. Your Supply.
Inside Conference Room – Right	30” x 40” C-Print	MPCU120-RESIZED – Our Promise. Your Supply.

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Outside Conf. Rm–Left side- Left	30" x 40" C-Print	NEW - Promethazine
Outside Conf. Rm–Left side - Rt.	30" x 40" C-Print	MPCU118-RESIZED – Our Source. Your Supply.
Outside Conf. Rm. – Back Wall	30" x 40" C-Print	MPCU119-RESIZED – Our Process. Your Supply.
Outside Conf. Rm–Rt. side - Left	30" x 40" C-Print	MPCU120-RESIZED – Our Promise. Your Supply.
Outside Conf. Rm–Rt. side - Rt.	30" x 40" C-Print	NEW - Ribavirin

GRAPHIC FILES DUE TO VISIONSTREAM BY February 16.**Exhibit Schedule and Support**Saturday, March 18, 11:00am – 3:00pm

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Inside Sales – Jac Buelterman

Reception Counter: Kathy Westbrook

Becky Lorentz (Zydus rep)

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Zydus Rep – Becky Lorentz (back-up)

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Jac Buelterman

Jane Stables (back-up)

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- 100 Chronic Pain brochure – GN03452
- 50 Methylin sell sheet – GN11211
- 50 Dextroamphetamine sell sheet – GN89611
- 100 Fluoxetine sell sheet – GN06611
- 50 Metformin sell sheet – GN06003
- 50 Atenolol sell sheet – GN06002
- 50 Promethazine sell sheet – GN06005
- 500 Corporate Product Monitoring Roladex Cards
- 200 Drug Store News CE Program – GN03469
- 3 Inside Sales Responsibility sheets - laminated
- 3 Package Insert sets – shrink wrapped – GN00055
- 3 Lead Card Pads – GN00051
- 200 Pain Topix.com flyer – GN00057

Giveaways:

- 750 Generic Highlighter Pens – GN00021
- 1000 M&Ms with Mall. Pharm. Logo label – Red, white, blue
- 800 Red, White, Blue Pens
- 500 Packaging Totes – GN11122
- 500 Unit Dose Phone Cards
- 400 Flag Pins
- 120 Oxycodone Puzzle People (Generics closet)
- 180 Oxycodone Krazy Klips (Generics closet)
- 300 Morphine ER Computer Mirror – GN83160
- 500 Morphine ER Pens – (Generics closet)
- 100 Cinnamon Mint Tins (For semi-private tables)
- 500 Plastic Bags – GN00101
- 4 or 5 Medicinal Plant Calendars
- 4 or 5 VIP Gift Boxes for display – GN00056
- 2 Glass jars for M&Ms
- 12 Badge Lanyards

Professional & Trade Relations
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Budget/Expense – This meeting is budgeted through Market Development –
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Opportunities

At this meeting we have access to the decision makers that can influence the purchase and use of our products as well as influence the education of pharmacists and students. This meeting draws a large number of military pharmacists and buyers and gives us the opportunity to discuss our products with them.

Issues and Policies – The current issues include.

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Sponsorships – Federal Pharmacy Forum

Attire – See Convention Wear Plan

Next Steps:

- Graphics sizes to be determined for new booth (Jane) - DONE
- Need Sheet for plastic stand to advertise drawing for VIP Gifts - DONE

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